

United Artists

Pressbook



He's got a
manager who's
sharp...a girl
who's round...
some gamblers
who aren't on
the square...
and they're all
going 'round
in circles!

ELVIS RINGS THE BELL
WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
"HOME IS WHERE THE HEART IS"
"I GOT LUCKY"
"A WHISTLING TUNE"
Also on the
RCA Victor
EP Record

THE MIRISCH COMPANY presents

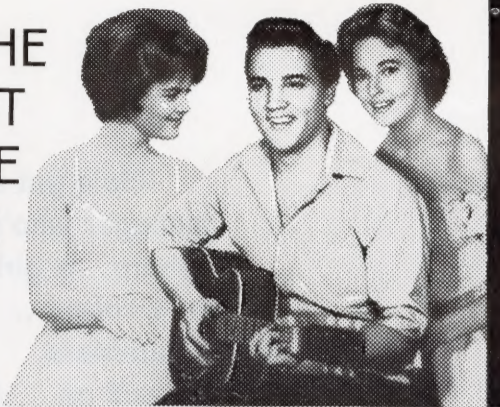
ELVIS PRESLEY IS A REAL SWINGER AS KID GALAHAD

Co-starring GIG YOUNG LOLA ALBRIGHT JOAN BLACKMAN CHARLES BRONSON
Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY **COLOR** by DE LUXE Released thru UNITED ARTISTS

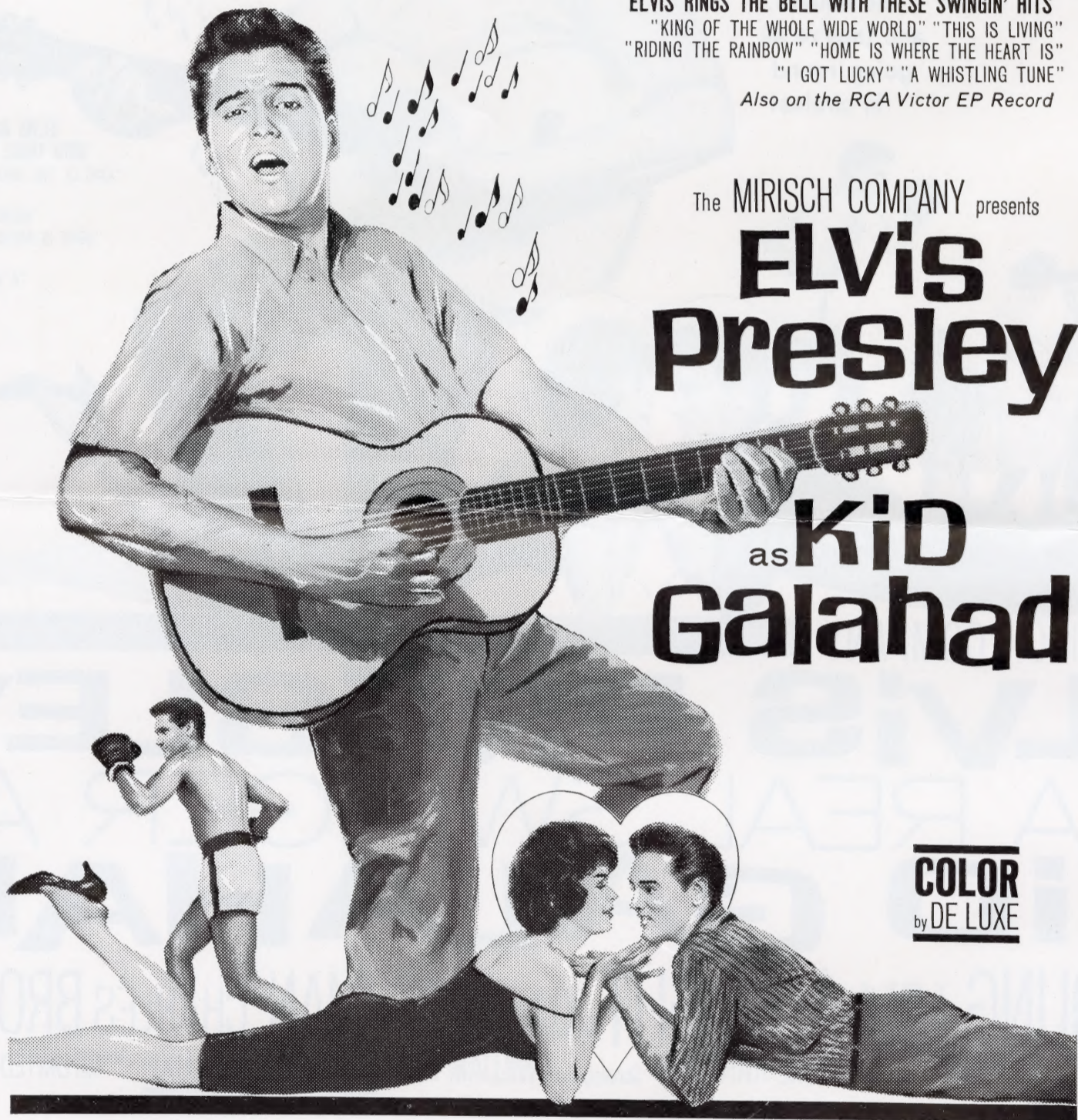
T H E A T R E



PRESLEY PACKS THE SCREEN'S BIGGEST WALLOP...WITH THE GALS...WITH THE GLOVES...WITH THE GUITAR!



ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD" "THIS IS LIVING"
"RIDING THE RAINBOW" "HOME IS WHERE THE HEART IS"
"I GOT LUCKY" "A WHISTLING TUNE"
Also on the RCA Victor EP Record



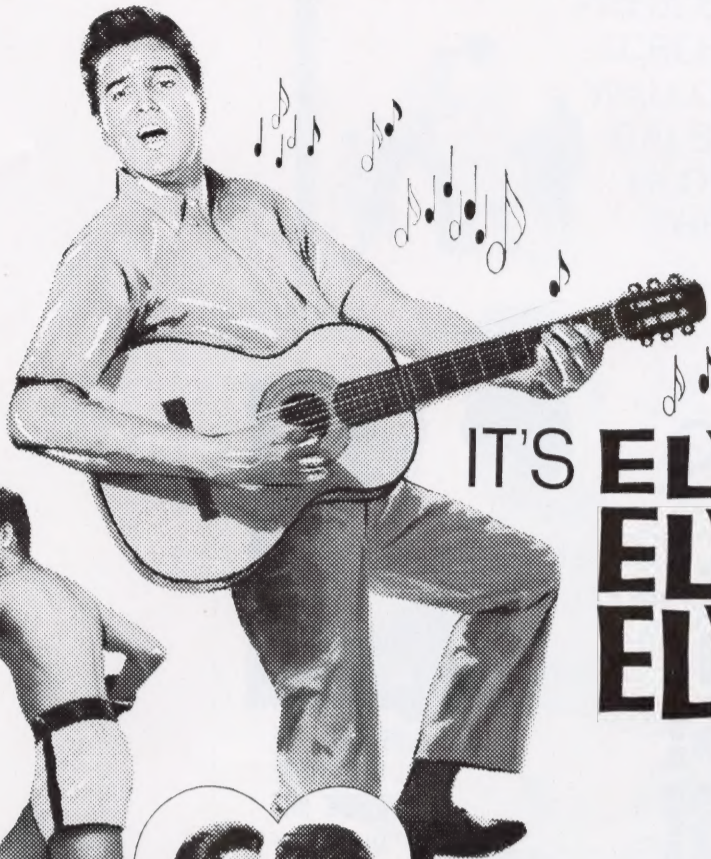
The MIRISCH COMPANY presents
ELVIS Presley
as **KID Galahad**

COLOR
by DE LUXE

Co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN** **CHARLES BRONSON**
Produced by **DAVID WEISBART** Directed by **PHIL KARLSON** Screenplay by **WILLIAM FAY** Released thru **UNITED UA ARTISTS**

T H E A T R E

SINGING
LOVING
SWINGING



IT'S **ELVIS!
ELVIS!
ELVIS!**

ELVIS RINGS
THE BELL WITH
THESE 'SWINGIN' HITS

"KING OF THE
WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
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Also on the
RCA Victor EP Record



THE MIRISCH COMPANY presents

ELVIS Presley as **KID GALAHAD**

Co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN** **CHARLES BRONSON**

Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY **COLOR** by DE LUXE Released thru UNITED ARTISTS

T H E A T R E

4 Cols. x 110 Lines—440 Lines (31 Inches)

Mat 401

ELVIS SWINGS AS HE'S NEVER SWUNG

BEFORE—WITH HIS FISTS...

WITH THE GIRLS...WITH THE GUITAR!

THE MIRISCH COMPANY presents

ELVIS PRESLEY
as **KID GALAHAD**

ELVIS RINGS THE BELL WITH THESE 'SWINGIN' HITS—
"I GOT LUCKY" "A WHISTLING TUNE" "RIDING THE RAINBOW" "HOME IS WHERE THE HEART IS"
"KING OF THE WHOLE WIDE WORLD" "THIS IS LIVING" Also on the RCA Victor EP Record

Co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN** **CHARLES BRONSON**

Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY **COLOR** by DE LUXE Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 75 Lines—225 Lines (16 Inches)

Mat 303

Special Mat No. 1

The following ads and scene cuts are included on the composite mat available at a special low price at National Screen:

ADS 201, 203, 101, 102, 103
SCENES 1A and 2B

SINGING LOVING SWINGING
IT'S **ELVIS! ELVIS! ELVIS!**

ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
"HOME IS WHERE THE HEART IS"
"I GOT LUCKY"
"A WHISTLING TUNE"

Also on the RCA Victor EP Record

THE MIRISCH COMPANY presents
ELVIS PRESLEY as
KID GALAHAD
co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN**
CHARLES BRONSON Produced by **DAVID WEISBART** Directed by **PHIL KARLSON** Screenplay by **WILLIAM FAY** Released thru **UNITED ARTISTS**

T H E A T R E

3 Cols. x 175 Lines—525 Lines (38 Inches)

Mat 301

SINGING LOVING SWINGING
IT'S **ELVIS! ELVIS! ELVIS!**

ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
"HOME IS WHERE THE HEART IS"
"I GOT LUCKY"
"A WHISTLING TUNE"

Also on the RCA Victor EP Record

THE MIRISCH COMPANY presents
ELVIS PRESLEY as
KID GALAHAD
co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN**
CHARLES BRONSON Produced by **DAVID WEISBART** Directed by **PHIL KARLSON** Screenplay by **WILLIAM FAY** Released thru **UNITED ARTISTS**

T H E A T R E

2 Cols. x 112 Lines—224 Lines (16 Inches)

Mat 202



All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America. All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., New York 36, N. Y.

4th
3rd

These slugs are included on this holdover Ad Mat (206)

2nd SMASH WEEK!

THE MIRISCH COMPANY presents

ELVIS PRESLEY as KID GALAHAD

SINGING
LOVING
SWINGING
IT'S

**ELVIS!
ELVIS!
ELVIS!**



ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
"HOME IS WHERE THE HEART IS"
"I GOT LUCKY"
"A WHISTLING TUNE"
Also on the RCA Victor EP Record



co-starring **GIG YOUNG LOLA ALBRIGHT JOAN BLACKMAN CHARLES BRONSON**
Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 126 Lines—252 Lines (18 Inches)

Mat 206



SWINGING! LOVING!
SINGING 6 BIG
SONG HITS!

The MIRISCH COMPANY presents
ELVIS Presley as KID Galahad

COLOR by DE LUXE Released thru UNITED ARTISTS
T H E A T R E

2 Cols. x 28 Lines—56 Lines (4 Inches)



The MIRISCH COMPANY presents
ELVIS PRESLEY as KID GALAHAD
COLOR by DE LUXE Released thru UNITED ARTISTS

2 Cols. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201

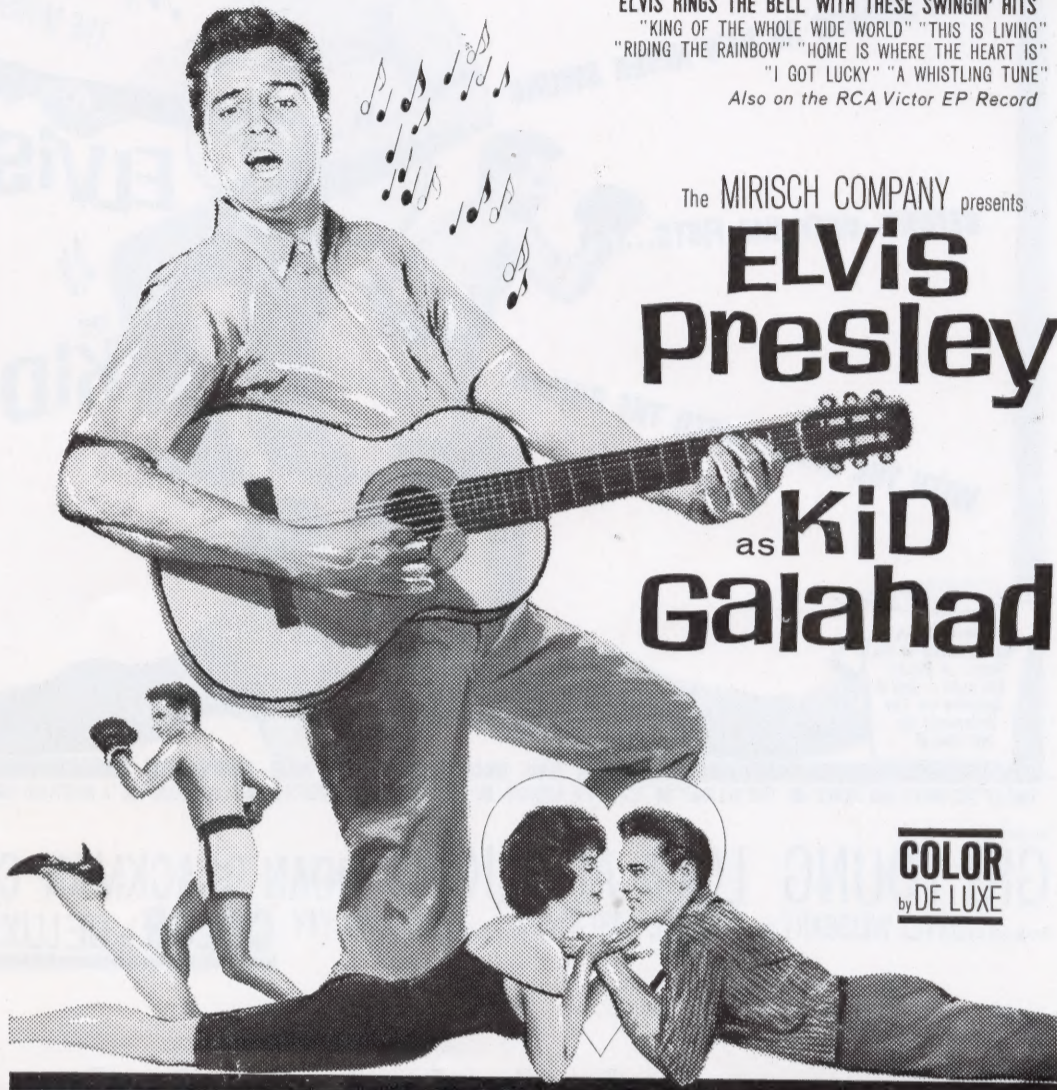
PRESLEY PACKS THE SCREEN'S BIGGEST WALLOP...WITH THE GALS...WITH THE GLOVES...WITH THE GUITAR!



ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
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Also on the RCA Victor EP Record

The MIRISCH COMPANY presents

ELVIS Presley as KID Galahad



COLOR by DE LUXE

Co-starring **GIG YOUNG LOLA ALBRIGHT JOAN BLACKMAN CHARLES BRONSON**
Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 138 Lines—414 Lines (30 Inches)

Mat 302

ORDER ALL ADS FROM NATIONAL SCREEN EXCHANGE

The MIRISCH COMPANY presents
ELVIS Presley as KID Galahad

COLOR by DE LUXE Released thru UNITED ARTISTS
T H E A T R E

1 Col. x 28 Lines (2 Inches)

THE MIRISCH COMPANY presents

ELVIS PRESLEY

as **KID GALAHAD**

ELVIS SWINGS AS HE'S NEVER SWUNG
BEFORE—WITH HIS FISTS...
WITH THE GIRLS...WITH THE GUITAR!

That Jumpin' Guy's Get Dynamite In His Fists... A Girl In His Arms... And A Surprise For The Underworld Up His Sleeve!

ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD" ■ "THIS IS LIVING" ■ "RIDING THE RAINBOW" ■ "HOME IS WHERE THE HEART IS" ■ "I GOT LUCKY" ■ "A WHISTLING TUNE" ■ Also on the RCA Victor EP Record

co-starring
GIG YOUNG LOLA ALBRIGHT JOAN BLACKMAN CHARLES BRONSON

Produced by DAVID WEISBART Directed by PHIL KARLSON Screenplay by WILLIAM FAY **COLOR** by DE LUXE Released thru UNITED ARTISTS

T H E A T R E

4 Cols. x 100 Lines—400 Lines (29 Inches)

Mat 402

SINGING! LOVING! SWINGING!
with the gals...
with the gloves...
with the guitar...

Elvis sings six swingin' hits... also on the RCA Victor EP Record

The MIRISCH COMPANY presents
ELVIS Presley
as **KID Galahad**

COLOR by DE LUXE Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 98 Lines (7 Inches)
Mat 104

SWINGING! LOVING! SINGING 6 BIG SONG HITS!

The MIRISCH COMPANY presents
ELVIS Presley
as **KID Galahad**

Also on the RCA Victor EP Record

A T R E

Mat 203

Elvis swings as never before!
The MIRISCH COMPANY presents
ELVIS Presley

ELVIS RINGS THE BELL WITH 6 SWINGIN' SONG HITS!

as **KID Galahad**
COLOR by DE LUXE
Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 70 Lines (5 Inches)
Mat 103

ELVIS RINGS THE BELL WITH 6 SWINGIN' SONG HITS!
Also on the RCA Victor EP Record

The MIRISCH COMPANY presents
ELVIS Presley
as **KID Galahad**

COLOR by DE LUXE
Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 56 Lines (4 Inches)
Mat 102

SINGING! LOVING! SWINGING!

with the gals...
with the gloves...
with the guitar!

ELVIS RINGS THE BELL WITH THESE SWINGIN' HITS
"KING OF THE WHOLE WIDE WORLD"
"THIS IS LIVING"
"RIDING THE RAINBOW"
"HOME IS WHERE THE HEART IS"
"I GOT LUCKY"
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Also on the RCA Victor EP Record



COLOR
by DE LUXE

THE MIRISCH COMPANY presents

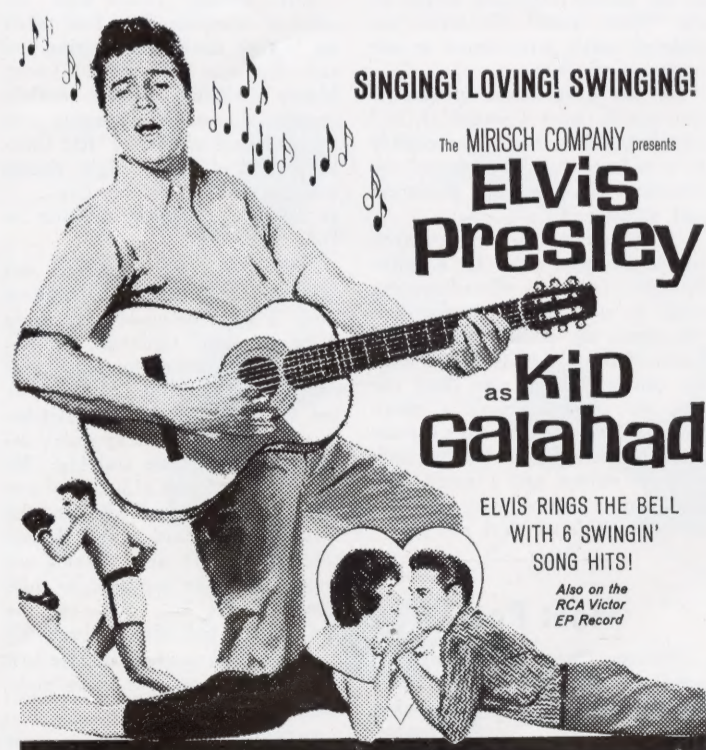
ELVIS PRESLEY as
KID GALAHAD

co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN**
Produced by **DAVID WEISBART** Directed by **PHIL KARLSON** Screenplay by **WILLIAM FAY** Released thru **UNITED ARTISTS**
CHARLES BRONSON

T H E A T R E

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 205



SINGING! LOVING! SWINGING!

The MIRISCH COMPANY presents

ELVIS PRESLEY

as **KID GALAHAD**

ELVIS RINGS THE BELL WITH 6 SWINGIN' SONG HITS!

Also on the RCA Victor EP Record

Co-starring **GIG YOUNG** **LOLA ALBRIGHT** **JOAN BLACKMAN** **CHARLES BRONSON**
Produced by **DAVID WEISBART** Directed by **PHIL KARLSON** Screenplay by **WILLIAM FAY** Released thru **UNITED ARTISTS**

T H E A T R E

COLOR
by DE LUXE

2 Cols. x 70 Lines—140 Lines (10 Inches)

Mat 204

Official Billing

The Mirisch Company

50%

presents

ELVIS PRESLEY

100%

as

KID GALAHAD

100%

co-starring

Gig Young

100%

Lola Albright

100%

Joan Blackman

75%

Charles Bronson

75%

Produced by **David Weisbart**

35%

Directed by **Phil Karlson**

35%

Screenplay by **William Fay**

35%

Color by **De Luxe**

25%

Released thru **United Artists**

15%

* No other star is to appear over title.

The Cast

Walter Gulick	Elvis Presley
Willy Grogan	Gig Young
Dolly Fletcher	Lola Albright
Rose Grogan	Joan Blackman
Lew Nyack	Charles Bronson
Lieberman	Ned Glass
Maynard	Robert Emhardt
Otto Danzig	David Lewis
Joie Shakes	Michael Dante
Zimmerman	Judson Pratt
Sperling	George Mitchell
Marvin	Richard Devon

The Staff

Producer	David Weisbart
Director	Phil Karlson
Screenplay	William Fay
Based on a Story by	Francis Wallace
Cinematographer	Burnett Guffey, A.S.C.
Art Director	Cary Odell
Film Editor	Stuart Gilmore, A.C.E.
Music by	Jeff Alexander
Technical Advisor	Mushy Callahan

Color by DeLuxe

Presented by The Mirisch Company

Released thru United Artists

The Story (Not For Publication)

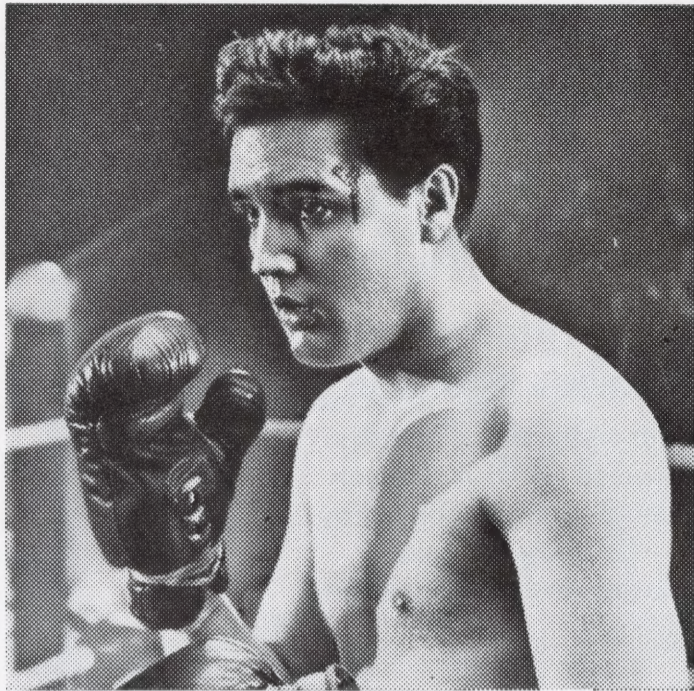
Back from the Army, Walter Gulick (Elvis Presley) becomes a sparring partner at a fighters' training camp owned by Willy Grogan (Gig Young). He is not a very good boxer, but can absorb a great deal of punishment and he has a powerful right hand with which he knocks out Joie Shakes (Michael Dante). Young immediately sees a fortune in Elvis and he sorely needs money to pay off a gambling debt to Otto Danzig (David Lewis), a gangster. Lewis has left two of his hoods at the camp to watch Young and make sure he doesn't talk to the police about a crime he was involved in.

Young's sister Rose (Joan Blackman) arrives to stay at the camp and she falls for Presley. After several fights, all of which he wins by spectacular knockouts with his powerhouse right, Presley proposes to Joan and they plan on marrying as soon as he quits the ring and goes into business with a local garage owner. Young, however, is violently opposed to their romance, for he has a low opinion of fighters.

When Lewis overmatches Elvis with one of his own fighters, far out of Presley's class, Young's girl Dolly (Lola Albright) accuses him of overmatching Presley for spite, and leaves him. On the eve of the fight, Lewis offers Presley's trainer, Lew Nyack (Charles Bronson), five hundred dollars NOT to work in Elvis' corner, because he wants to put his own "cut-man" there to make sure Presley's cuts stay open. Lew refuses and the hoods break all his fingers. Arriving before they leave, Young attacks them and is joined in a free-for-all by Presley. Together they overcome the hoods.

The night of the fight, Presley KO's his opponent and his dressing room is the scene of happy confusion. He will marry Joan; Young and Albright will be married also.

(Running Time: 95 Minutes)



Still KG-26 Elvis Presley plays a prize-fighter for the first time in "Kid Galahad," opening at the Theatre, in color by DeLuxe. The United Artists drama with music co-stars Gig Young, Lola Albright, Joan Blackman and Charles Bronson.

Elvis Swings Both Biceps And Ballads In Film 'Kid Galahad'

(Production Feature)

Elvis Presley's latest film is also his most unusual. For the first time the star appears as a prize-fighter, in the sentimental drama with music, "Kid Galahad," opening at the Theatre, through United Artists. In color by DeLuxe, the film co-stars Gig Young, Lola Albright, Joan Blackman and Charles Bronson.

The idol of millions of teen-agers, Elvis' popularity has increased since his release from the Army and his recent screen performances have impressed older audiences as well as critics around the country. After surprising everyone with his easy-going comedy style in "Follow That Dream," he combines this talent with straight drama for his role of the bewildered boxer in "Kid Galahad."

For the offbeat role (not only does he not get to be champion in the story, but he isn't really a good fighter) Elvis went into training under the strict supervision of ex-world junior welterweight champion Mushy Callahan. After miles of road work every morning, Elvis worked out on the light and heavy bags and boxed for hours with Callahan and several professionals also hired to teach Elvis the ropes (no pun intended). He lost twelve pounds before "Kid Galahad" went into production and admitted being in the best shape of his life. Callahan, who has tutored film-fighters Errol Flynn, John Garfield, Kirk Douglas and Burt Lancaster, among others, calls Presley ". . . my best pupil. He has a natural rhythm. He would have made a great boxer."

Presley demonstrates his "natural rhythm" not only in his fight scenes, but in his musical numbers. Yes, he does the Twist!

Enroute to Hollywood, where "Kid Galahad" was made, Elvis stopped off at East Tupelo, Mississippi where he thrilled an entire fifth grade class with a "personal appearance." He popped in, unannounced, on Mrs. Grimes, a former teacher who was instrumental in getting him started in show business. Pleased to see her former pupil, Mrs. Grimes first comment, nevertheless, was "You still need a haircut!"

Elvis Mixes Music, Muscle in Fun Fight Film 'Kid Galahad'

(General Advance)

Elvis Presley essays his first role as a boxer in "Kid Galahad," opening at the Theatre, through United Artists release. In color by DeLuxe, it is a modern-day drama with music set against the exciting world of prize-fighting, but despite its setting, "Kid Galahad" cannot accurately be described as a fight film. For unlike the stereotyped Hollywood ring yarn, it is not an expose of the fight "game" and its hero is a reluctant boxer who never becomes champion. In fact, he isn't really a very good boxer!

Co-starred with Presley are Gig Young, handsome Hollywood and Broadway leading man and two-time Academy Award nominee; Lola Albright, young screen veteran whose seething portrayal of a stripper in "A Cold Wind in August" has made her one of the most sought-after actresses in pictures today; Joan Blackman, beautiful and promising newcomer who previously teamed with Presley in "Blue Hawaii" and Charles Bronson, rugged actor remembered for his magnificent performance in "The Magnificent Seven."

Phil Karlson, whose direction of "The Young Doctors" has earned him critical acclaim, directed "Kid Galahad," and David Weisbart, who produced Presley's last film "Follow That Dream" as well as his first one, "Love Me Tender" has done it again. "Elvis sings six songs in "Kid Galahad."

'Kid Galahad' Marks Latest in Long List Of Sport Pictures

(Sports Feature)

In 1922 Hollywood produced a silent epic concerning the annual horse racing classic at Churchill Downs and called it, with an aptness since seldom shown, "Kentucky Derby." It was the forerunner of a host of movies with sports backgrounds, always considered big box-office in sports minded America. Most recent of these films is a fight picture that is not a fight picture, "Kid Galahad," starring Elvis Presley in his first role as a boxer. A sentimental drama with music, set against the canvas backdrop of the ring, "Kid Galahad" will surprise both Presley and pugilist fans with its unusual approach to a traditional subject. In color by DeLuxe, "Kid Galahad" opens at the Theatre, through United Artists release.

Many memorable fight films preceded "Kid Galahad." An early classic is Clifford Odets' "Golden Boy" which launched William Holden's career. Later Stanley Kramer's "Champion" did the same for a young actor named Kirk Douglas. (Playing opposite Douglas, incidentally, was Lola Albright, who is back in the ring again, this time co-starring with Presley.) Other exciting ring yarns have been "The Harder They Fall," hard-hitting expose starring Humphrey Bogart; "Somebody Up There Likes Me," helping to establish Paul Newman; "Gentleman Jim," in which Errol Flynn portrayed the great James J. Corbett and "The Set-Up"—one of Robert Ryan's best performances.

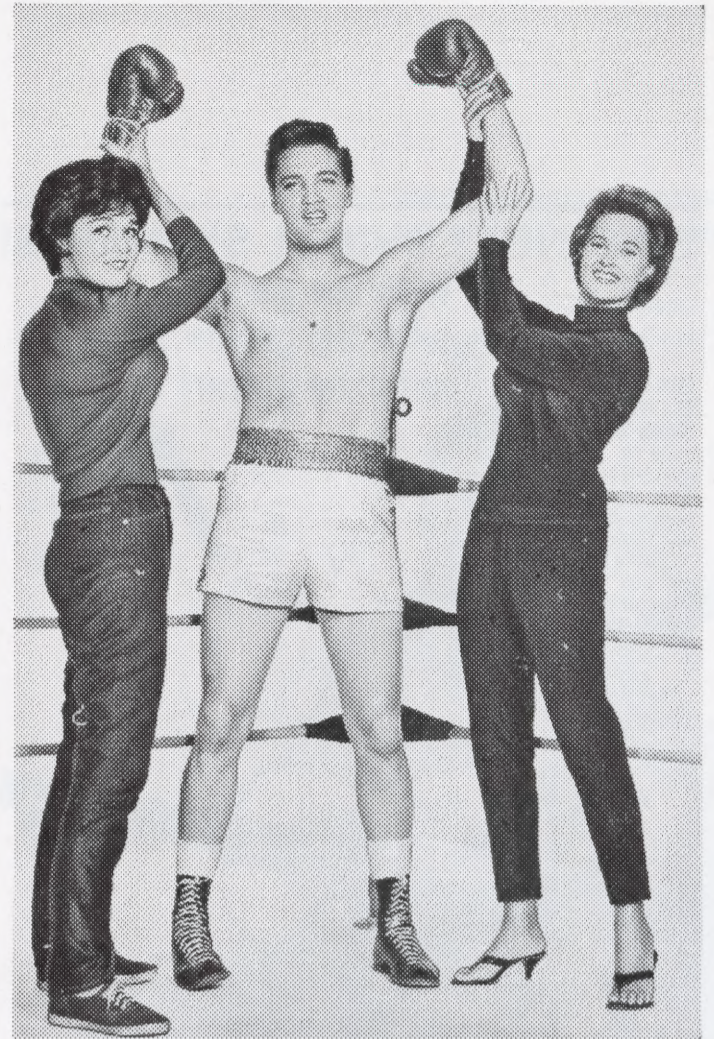
Baseball is another sport which has been the subject of many Hollywood films. "The Pride of the Yankees," "The Stratton Story," "The Babe Ruth Story," "The Pride of St. Louis," "The Jackie Robinson Story" and the musical, "Damn Yankees" combining song and sports as "Kid Galahad" does. In the thirties, football stories were the rage, and they all starred Jack Oakie or Stuart Erwin, or so it seemed. More recently we have had "Knute Rockne—All American," and "Jim Thorpe—All American."

And here's a quick rundown of other celuloïd sports: Basketball ("The Basketball Fix"), hockey ("King of Hockey"), auto-racing ("The Racers"), roller-derby ("The Fireball"), golf ("Follow the Sun"), billiards ("The Hustler"), track ("The Bob Mathias Story"), bullfighting ("The Brave Bulls," "The Bullfighter and the Lady" and "The Magnificent Matador").

No Type Gripe

Joan Blackman, rising young actress who appears opposite Elvis Presley in "Kid Galahad," United Artists drama with music opening at the Theatre, is one movie newcomer who doesn't mind being typed.

"I have never been able to understand why stars complain about type casting," says the vivacious young beauty. "What difference does it make if you play the same sort of role in every picture? Certainly the fans don't seem to mind. Many of the biggest stars in the business are 'victims' of the system and it hasn't hurt their careers. It should only happen to me!"



Still KG-31 In "Kid Galahad," opening at the Theatre, in color by DeLuxe, Elvis Presley is declared the winner by co-stars Joan Blackman, left, and Lola Albright. In the United Artists fight-drama Elvis introduces six new songs.

Round Ten For Elvis Is Fight Film With Song, 'Kid Galahad'

Elvis Presley solemnly watched his latest film, "Kid Galahad," for the twentieth time and decided he was an actor. "I get better at it with each picture," he said (this is his tenth) "but it wasn't until 'Follow That Dream' that I really got to thinking all the studying and all the work was paying off. Now I'd like to concentrate on acting. I'll never stop singing, but there's no reason why I can't combine them both. Sinatra did it, Crosby did it."

In "Kid Galahad," opening at the Theatre, through United Artists release, Presley sings five songs, but the music is incidental to the story, in which he plays a prize-fighter for the first time. "Most people seem to forget that Dick Powell was a singer for years, when he first started in movies," Elvis says. "And Dean Martin is really swinging in both dramatic and comedy roles now."

Concerning his own singing style, which has kept him on top of the best selling record list for the past six years, Elvis says he hasn't changed his style. Only his material. There is no "new" Elvis. Because he has been concentrating on ballads there is mild panic among his teen-age fans that Elvis has sold out to audiences ten and twenty years older, who have suddenly "discovered" him. Not so, says the singer.

"It's a gas, the way they label you in this business. One of my earliest hits was a ballad, "Love Me Tender," but now if I cut one side that isn't rock 'n roll, everybody gets all shook. I'll go on singing all kinds of songs, just as long as I like them . . . and as long as they're good."

Presley is guided largely by his fan mail, much of which comes from fans in their twenties who were fans in their teens. As with Crosby and Sinatra, they are growing up with Elvis, who is now 27. His change of pace in acting was noted in last year's "Follow That Dream" in which he surprised everyone by turning in a top-notch comedy performance. In "Kid Galahad," he combines this light touch with a sensitive dramatic interpretation of the young veteran who finds himself in the ring, in the soup and in love. It's a role calculated to surprise his many fans, and many who aren't fans—yet!



Still KG-EX-1 Mat 1B Elvis Presley does the Twist in "Kid Galahad," opening in color at the Theatre, through United Artists release.

Swinger Is Singer For 'Kid Galahad'

Lola Albright, who was the vocalist on television's "Peter Gunn" series, finally sang a song on the big movie screen in "Kid Galahad," opening at the Theatre, through United Artists release. She co-stars with a young man who has sung on screen before, name of Elvis Presley. In the sentimental drama with music Elvis sings six new songs and Lola had one.

"I'm doing a lot of things now I never did in fifteen years. Last year I played a stripper in "A Cold Wind in August," much to my husband's dismay and the surprise of almost everybody in Hollywood. I had always gotten those talky roles, the gabby, drab dame. Talk, talk, talk. Never anything I could really cut loose in. When I finally got to sing a number in "Kid Galahad" I thought: at last. But the picture ran a little too long and guess which scene was cut! The story of my career in Hollywood has been "Whatever Lola wants, Lola loses." At least lately I've been getting roles that let me swing, even if they won't let me sing."

Youngster Star

Joan Blackman, co-starring with Elvis Presley in "Kid Galahad," which opens in color on at the Theatre, is a striking former model and band singer. She made her film debut as Fred MacMurray's daughter in "Good Day For A Hanging" and the role, although small, established her as one of Hollywood's loveliest and most promising actresses. Since then she has co-starred opposite Dean Martin, Jerry Lewis, and Tony Curtis. "Kid Galahad" reunites her with Elvis, with whom she teamed in "Blue Hawaii."

STAR COULD HAVE BEEN CHAMP SAYS 'GALAHAD' COACH

Elvis Presley could have become a champion if he had taken up boxing instead of singing. So says the man who should know, Mushy Callahan, former world's junior welterweight champion who was technical advisor on "Kid Galahad," United Artists fight drama starring Presley and opening at the Theatre, in color by DeLuxe.

"He's got a good physique and excellent coordination," Callahan said. "I know he could have made it big as a pro." Callahan, who has trained many actors for fight films, considers Presley the best pupil he has ever had. "He never boxed before, but he picked it up quick because of his karate training. He has the fastest pair of hands of any actor I ever worked with and he throws a good, hard punch. He can take one too. We were working out once and I was supposed to miss him with the left hook—but the kid forgot to pull his chin back and I clipped him pretty good. He just blinked his eyes and came right back at me."

Callahan encountered a peculiar problem in preparing Presley for his role in "Kid Galahad," he said. "Believe it or not, I had an awful time because he looked too good. He's supposed to be a clumsy fighter, but he looks and moves like a champ. So my job was to destroy this natural coordination and teach him to look bad. Well," added the former fighter, "That's show biz!"

Most Post

William Fay, author of the screenplay for "Kid Galahad," Elvis Presley's latest movie, opening at the Theatre, in color, through United Artists, has written over 150 stories and serials for The Saturday Evening Post. Many of these have sold to TV and motion pictures. When he isn't turning out magazine stories, Fay specializes in writing pilots and scripts for all the top television shows. "Kid Galahad," an unusual and sentimental drama with music, marks his debut as a screen writer.

Lola's Long Ride On Merry-Go-Round Not So Very Merry

Remember all those stories about the easy climb to movie stardom? Well, forget them. Lola Albright can tell you "it just ain't so." Co-starring with Elvis Presley in "Kid Galahad," opening at the Theatre, through United Artists release, Lola was on the Hollywood merry-go-round for a long time before grabbing the gold ring. ("Its brass anyhow," she comments. "Big deal.")

Lola made her film bow in 1946, bounced from one studio to another for fifteen long years before achieving full stardom and completely enthusiastic—if somewhat bewildered—raves from both critics and public alike for last year's surprise role in "A Cold Wind in August."

"Back in 1949 I had a hell of a swell role, in "Champion," she remembers. Everyone said it would make me a star. Today nobody remembers I was in it . . . but you may have heard of a couple of kids who were on the screen with me: Kirk Douglas and Ruth Roman."

It was on television's "Peter Gunn" series that Lola finally became an "overnight success" with audiences. Her fan mail was enormous. "Everybody wanted to know who the new star was. Movie offers started pouring in. I took the "Cold Wind" part because it was a showcase—and it did what I wanted it to do. It made producers and directors and writers sit up and say, "Hey, isn't that Lola Albright?" Now everybody's raving about the picture . . . and my husband won't go to see it! Act your age, he tells me. Well, I'm 37, and I am acting. And I'm finally getting the roles I always wanted: sexy. What did I know from sexy fifteen years ago, anyhow?"

Elvis University

Elvis Presley, currently starring in his tenth film, "Kid Galahad," opening in color at the Theatre, through United Artists, enjoys what is probably the largest fan club in the U. S., but marvels even more at his popularity overseas. From as far away as Bangkok, teen-age Ruenruey Katerainark arrived in Hollywood to meet Elvis. She had convinced her father, a Thailand business man, that she wanted to enroll in an American business college, and he brought her to California. He was somewhat startled to learn that Presley was indeed an institution, but not the kind he had been led to believe.

Lola Albright, Joan Blackman, Gig Young and Charles Bronson co-star in "Kid Galahad," which Phil Karlson directed.

'Kid Galahad' Is New Mirisch Magic

The Mirisch Company, under whose banner Elvis Presley's last two movies were made, has—in the short span of three years—forged to the front as Hollywood's most successful independent film-making organization. Their latest Presley powerhouse opens at the Theatre, in color by DeLuxe. A sentimental story of slugging and singing, it is a fight drama called "Kid Galahad."

Other remarkably successful productions turned out by this alert and entertainment-attuned company are "The Horse Soldiers," "Some Like it Hot," "The Apartment," "The Magnificent Seven," "The Children's Hour," "One, Two, Three," Presley's comedy debut in "Follow That Dream" and an incidental item you may have heard about: "West Side Story."

The multi-million dollar schedule ahead of them includes film adaptations of such notable plays and novels as "Two For the Seesaw," "Toys in the Attic," "Irma La Douce," "A Rage to Live" and "Hawaii," utilizing the talent of Hollywood's leading creators, including William Wyler, Billy Wilder, Fred Zinnemann, Robert Wise and John Sturges.

"I don't know what they want Elvis to do next," comments his long-time manager, Col. Tom Parker, "but we'll sign sight unseen. I mean, I like that short, happy trip to the bank!"

Suited To A "T"

Meeting Elvis Presley means more to some people than making money. That's something production manager Bob Relyea learned when trying to rent a 1923 Model "T" Ford for a scene in "Kid Galahad," starring Presley and opening at the Theatre, through United Artists release.

Relyea found the ancient auto in Hemet, California, but its owner rejected all offers, countering with one of her own: The Mirisch Company could use it provided her daughter could meet Elvis! The meeting was arranged, the car is in the film . . . and the girl is in the clouds!

Co-starred in "Kid Galahad," which is shown in color by DeLuxe, are Gig Young, Lola Albright, Joan Blackman, Charles Bronson. Elvis portrays an ex G.I. who is better at fixing old cars than new fights. Although he is handier in the grease-pit than in the ring, as "Kid Galahad" he wins both the big battle and the boss' sister. At film's end, everyone is going to get married, which suits them all to that "T."

Bronson Gets Tough And Tender Role In 'Kid Galahad' Film

Charles Laughton said, "Charles Bronson has the strongest face in the business. He is also one of its best actors." Presently co-starring with Elvis Presley in "Kid Galahad," Bronson began his career in the theatre painting flats for a Philadelphia troupe and did bit roles for experience. He was told that he had strong talent, but that his face would type him for gangster roles. Last year, in "X-15" he played a loving husband, tender father and compassionate friend. Women, at preview showings, wrote on their comment-cards that they envy his movie-wife. Just the year before, Bronson played a rough and tumble cowboy (with a strong face) in "The Magnificent Seven."



Still KG-71 Mat 1C
Charles Bronson

"A face is only a face," philosophizes the rugged looking actor. His wife, Harriet, comments "Charlie, you're so profound: that's why I love you." Bronson throws an apple at her and snarls. Their five year old daughter giggles.

In addition to being an excellent snarler and apple thrower, the former Charlie Buchinski, ex-coal miner, newspaperman and artist, is a fine swimmer and still paints as a hobby. He is very big on deep sea fishing, very small on eating fish. He works out at a gym twice a week, keeping himself in the perfect shape he displays as Elvis Presley's fight-trainer in "Kid Galahad."

Lola Albright, Gig Young and Joan Blackman also star in the sentimental drama with music which marks Presley's first fight film. In it he sings six new songs, playing the part of an accidental prize-fighter and on purpose troubador. Yes, he does the twist.

GIG YOUNG STARS WITH ELVIS IN 'KID GALAHAD'

Gig Young's real name is Byron Barr, but nobody believed that so after a few movies his studio decided to let him keep the name of a character he played in "The Gay Sisters." The two-time Academy Award nominee is presently co-starring with Elvis Presley in the sentimental drama with music, "Kid Galahad," opening in color by DeLuxe on at the Theatre, through United Artists release.

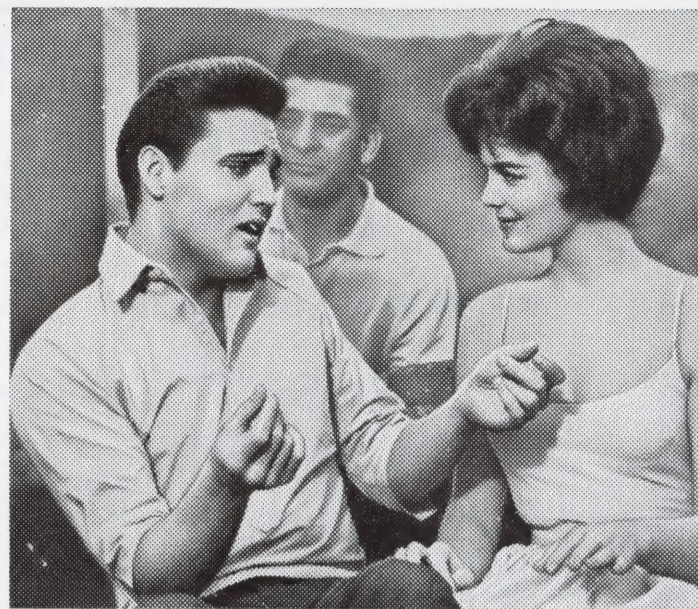
It was in 1951 that Gig portrayed the alcoholic composer in "Come Fill the Cup," opposite James Cagney, and won his first Academy Award nomination. But it was on the New York stage that he drew the loudest huzzahs, for his role in "Oh, Men — Oh, Women!" and Hollywood heard the call, calling him home to co-star with Doris Day and Frank Sinatra in "Young at Heart." He followed this with another top role in "The Desperate Hours." Then, back in New York, Gig starred in "Teahouse of the August Moon," returning to the West Coast to co-star with Spencer Tracy and Katharine Hepburn in "Desk Set" and then with Clark Gable and Doris Day in "Teacher's Pet," for which he earned his second "Oscar" nomination.

In the past three years Gig has divided his time between movies, TV and the stage. His most recent films include "Tunnel of Love," "Ask Any Girl," "Story on Page One," "Touch of Mink" and "Kid Galahad." On TV he starred in "Ninotchka," "The Philadelphia Story" and "The Spiral Staircase." On Broadway he scored a personal triumph in "Under the Yum-Yum Tree." Gig regards his TV appearances on "Robert Montgomery Presents" with special favor, for Robert Montgomery presented him with his daughter Elizabeth's hand in marriage!

Joan And Elvis Together Again In 'Kid Galahad' Movie

In her first few years as a motion picture actress, Joan Blackman has co-starred with Dean Martin, Anthony Franciosa, Jerry Lewis, Tony Curtis and twice with Elvis Presley. Not bad for a girl who had never taken a single dramatic lesson in her life. The beautiful young brunette now co-stars with Elvis again in "Kid Galahad," a sentimental drama with music set against the exciting world of prize fighting. In color by DeLuxe, the United Artists film opens at the Theatre. In it, Joan plays the girl-friend of an ex-soldier who finds himself in the prize ring—and in love—for the first time. It is her sixth film and reunites her with Presley, with whom she teamed in "Blue Hawaii."

Joan first came to Hollywood in 1956 on a modeling job. In a matter of weeks she was placed under contract by an independent film company but in 18 months she never appeared in one film. She left and in 1958 made her screen debut in "Good Day for a Hanging," in a small role. Almost a full year went by before the fateful day she was spotted by Hal Wallis at still another studio's commissary, and subsequently cast by him in "Career." The moment she completed this role, she began work opposite Jerry Lewis in "Visit to a Small Planet," and following this joined the cinematic navy to play a nurse romanced by Tony Curtis in "The Great Imposter." Following her first happy association with Elvis, Joan felt confident enough to go out on her own, and is now a free-lancing actress. She studies dancing with Gower Champion and is coached in drama by Batami Schneider. "In Hollywood," she comments, "you become a star first . . . then you learn how to act."



Still KG-33 Mat 2A
Elvis Presley sings six new songs and does the twist in "Kid Galahad," opening in color at the Theatre, through United Artists. Here he romances co-star Joan Blackman. Lola Albright, Gig Young and Charles Bronson also star in the sentimental drama with music.

Presley Poses No Problems Says 'Kid Galahad' Producer

In an era when movie heroes are more noted for their temperament than their acting, Elvis Presley remains Hollywood's least troublesome star. "He is less demanding than any other major star in the business," claims David Weisbart, who has produced four Presley films, including the singer's last two, "Follow That Dream" and "Kid Galahad," both Mirisch Company productions for United Artists release. "That's why producers, directors and crews love to work with him." "Kid Galahad" in color by DeLuxe, opens at the Theatre, through United Artists.

According to Weisbart, all vital decisions on Presley's films are made by the production staff and not the star.

"Most Hollywood stars aren't content to act any more," sighs Weisbart. "They also insist on functioning as producers, directors, writers, costume designers, prop men and publicity experts. They make all the decisions, whether their contracts give them the legal right or not. They remind me of the child who agrees to play ball, provided you let him pitch. Elvis is an exception to this rule. He prefers to think that those of us working behind the scenes must know a thing or two about our jobs or we wouldn't be paid as well as we are. Apparently there is something to be said for his attitude as I notice that he was among the top ten money-makers last year."

Weisbart isn't the only production executive who regards Presley as a cooperative star. "There is no nonsense with this boy," reports Phil Karlson, who directed "Kid Galahad," which stars Presley in his first role as a prize fighter. "You give him a nine o'clock call and he'll be there at nine. During shooting he always knows his lines and seldom makes suggestions. When he does, they are always constructive. More important, if you reject the idea, he takes it graciously and doesn't sulk, walk off the set or phone his agent. It's a real pleasure to work with him."

Prize Winner Films 'Kid Galahad' Fun

Burnett Guffey, Oscar winning cinematographer of Elvis Presley's latest film, "Kid Galahad," opening at the Theatre, through United Artists, has one of the most impressive list of credits in the business. Besides "From Here to Eternity," for which he earned the coveted Academy Award, he received other Oscar nominations for "The Harder They Fall" (also a fight-picture) and "All The King's Men." Most recently you've seen his work in "The Mountain Road," "Cry For Happy" and "Bird Man of Alcatraz." For "Kid Galahad" Guffey worked in color by DeLuxe.



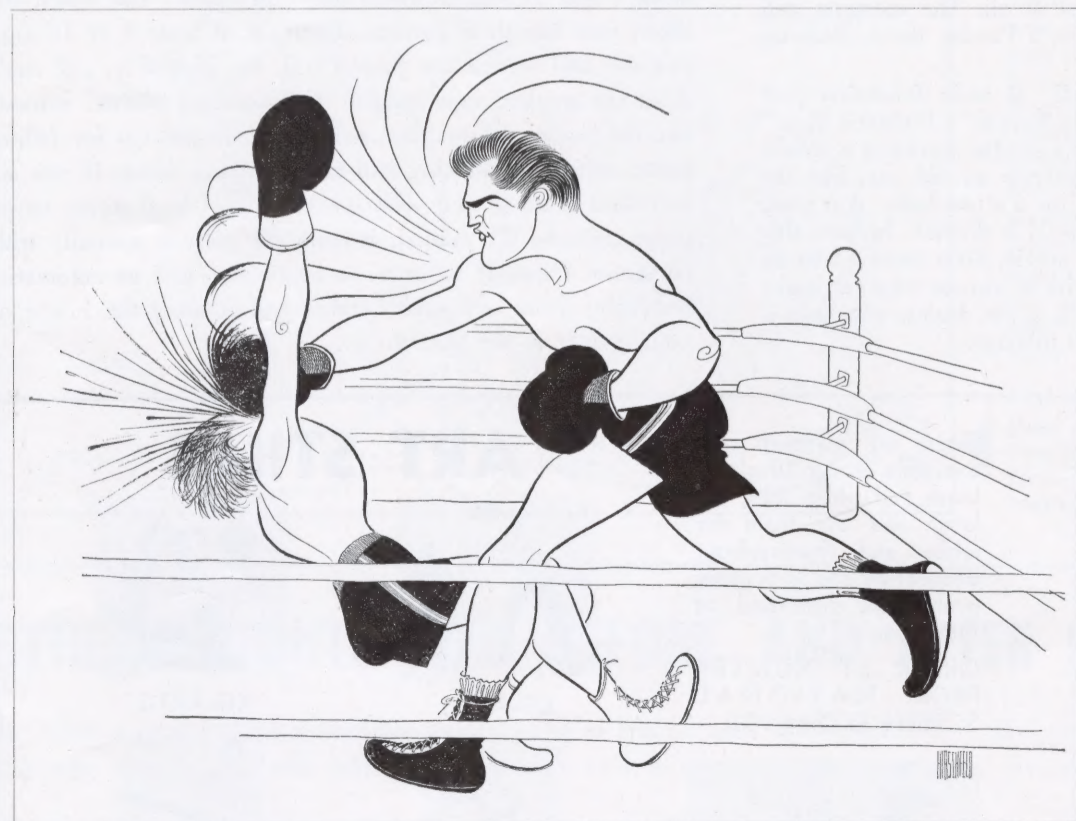
Still KG-83 Mat 1A
Gig Young and Lola Albright co-star with Elvis Presley in "Kid Galahad," opening in color on at the Theatre, through United Artists release.

'Kid Galahad' Is First Fight Film For Deft Director

Phil Karlson is one of Hollywood's most talented and versatile directors. Musical, western, comedy, drama—Karlson does them all well. His many notable pictures include "The Phoenix City Story," "From Hell to Eternity" and "The Young Doctors." His newest film, "Kid Galahad," is an exciting drama with music set in the world of prize-fighting. It stars Elvis Presley in his first portrayal as a boxer and opens at the Theatre, through United Artists, in color.

Today one of Hollywood's most experienced practitioners, Karlson did not always have a show business career in mind. He was born in Chicago and graduated from the Loyola University Law School in Los Angeles. But while still a student he had gotten a job as a gag-man at the old Buster Keaton Studios. Gifted with a tremendous sense of humor, he found this so much to his liking that he decided making movies was the business for him.

In 1927 he became a property man and went on to become successively a film-editor, studio manager and assistant director, then director and producer. Among his recent TV credits is the original two-part program, "The Untouchables," which led to the popular series.



(Use of this art restricted to publicity only. Use in paid advertising is expressly forbidden.) Mat 3A

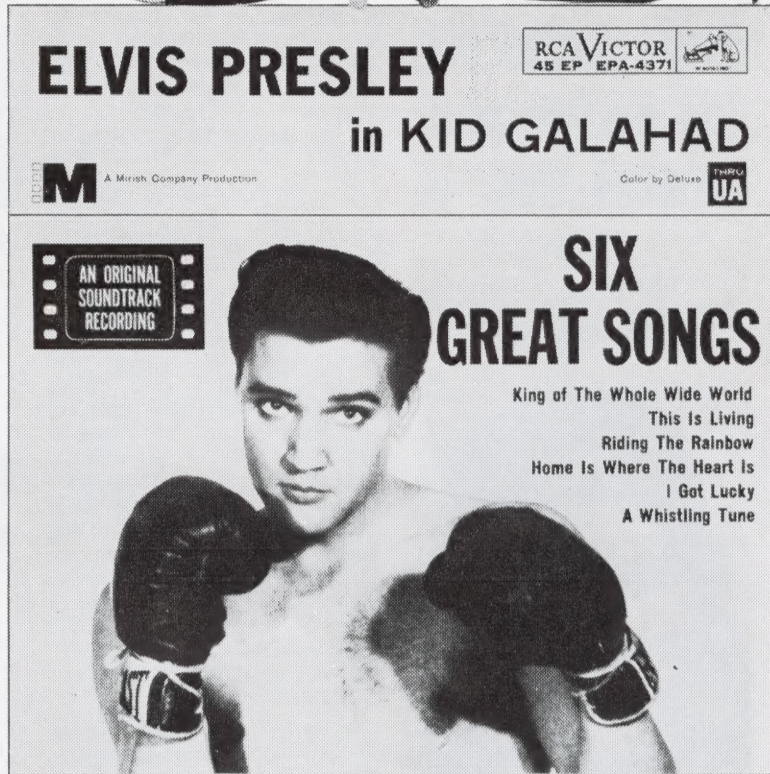
Cartoonist Al Hirschfeld hits home with the main idea behind Elvis Presley's new movie, "Kid Galahad," opening at the Theatre, in Color by DeLuxe. In the United Artists release Elvis plays a boxer with nothing going for him in the ring except a powerhouse right. He has plenty going for him out of the ring, however, including Lola Albright and Joan Blackman. Also co-starring with them are Gig Young and Charles Bronson.

Extended-Play Presley Record Is Key To Town Wide Tie-In

Presley is popular—but do you have any idea HOW big he is today? Apart from motion picture, merchandising and other areas. Consider his record-following: so far over 90 MILLION of his records have been sold. He remains on top of almost all the DJ request lists and the record-store best seller surveys. Use this extraordinary Presley Pulling Power by making the RCA VICTOR EP record the leadoff promotion tool in your town-wide campaign on "Kid Galahad" and pull out all the stops.

- First, contact your local RCA VICTOR distributor. He has window cards in full color, selling movie and music. With his cooperation, approach your top music station with an Elvis Presley Marathon promotion, in which he plays only Presley platters around the clock. Offer records and guest tickets as prizes and "first twenty-five callers" giveaways.
- RCA has already sent the soundtrack recording to DJ's and coin operators (juke boxes) across the country with a promotion bulletin. Follow up by making sure program managers in your area have the records and also play-date information.
- Tie in record stores and music shops, dressing windows and point-of-sale displays with any of the many Presley records the stores stock, the RCA displays and movie accessories listed on pages 10, 11, 12 of this book.
- Tie in with music stores selling guitars and offer free lessons to winners of a contest (see p. 11) or holders of lucky-numbers (you can combine this with the color-in mat on page 11) . . . and any other promos agreeable with the merchant. Display the guitar and offer it in your lobby as well as in merchant's window.
- Tie in with dance-studios, offering free lessons, using same angle as music-store tie up directly above.
- Invite a deejay to broadcast from your lobby opening day, or at a sneak.

START YOUR CAMPAIGN SPINNING WITH THE RCA SOUNDTRACK DISC



RCA VICTOR EP Original Soundtrack Recording

The back of this sleeve, printed in color, gives full movie-credits and three scenes from the film. ALL six songs sung by Elvis in the movie are on the record, all of them top tunes. RCA has printed and distributed WINDOW STREAMERS as well, so you're all set for displays around your area. Start Now.

Set Stunts, Fun and Frolic With Radio, Television And Remote Dance Party Promos

Dance Parties are naturals for "Kid Galahad." If you have local TV programming, tie in with the record hop or bandstand show. The personality conducting this program will welcome any Presley promotion, for his platters top the Twist list and all others: ballads, blues and bop. Make the most of the fact that Elvis does the Twist in the movie, but let the TV host angle his show his own way. You can suggest decorating the studio to look like a prize-ring and inviting the kids to dance in boxing togs or at least with 16 ounce gloves. This is a good visual stunt and leads to all sorts of gimmicks. You can have skip-rope contests (in time to music) and award prizes to the couples coming up with the best new dances based on boxing themes (roadwork, exercise, ducking, sparring . . . Boxing is much akin to dancing, and the kids can easily come up with *The Galahad Gavotte*, *The Presley Pretzel (Twist)*, *The OK KO*, etc. Cooperating merchants lending the equipment can also make it available as prizes; you have records, guest tickets and, as an added award, the boxing trunks used by Elvis while filming the movie!!

PRE-SOLD PRESLEY!

"Kid Galahad" has been pre-sold with both paid advertising and photo story layouts in magazines coast-to-coast reaching an estimated 20 million readers, all pre-selected movie-goers including those in your area.

A one column, 7 inch ad appeared in these magazines: HOT ROD, TEEN, CAR CRAFT, MODERN SCREEN, SCREEN STORIES, MOVIE LIFE, MOVIE STARS, STAR PARADE, MOTION PICTURE, PHOTOPLAY, SCREENLAND. In addition, a half page ad was taken in the August issue of SEVENTEEN.

Add to this the constant exposure in movie and fan magazines and the record plays on the air all day every day and you begin to see just how pre-sold this film is for you. All you have to do is stir up new local excitement.

PRESLEY'S POPULARITY PROVEN WITH TEENS, PRE-TEENS AND OVER TEENS

Mom and Dad

Presley's performance in "Kid Galahad" will win him new audiences. Many people who had previously considered Elvis only for their children and younger sisters were surprised to find themselves fans after seeing "Follow That Dream." Surprise older audiences well in advance of your "Kid Galahad" playdate and they will give you the word-of-mouth which will attract others well out of their teens.

Set special screenings for members of sodalities, men's and/or women's clubs, merchants . . . any group of adults. You can offer a radio or TV personality the opportunity to host the screening, inviting members of his (her) audience, as his guests. Surprise screenings, such as those successfully used for "Follow That Dream" are set by having the personality invite guests *without identifying* the "top Hollywood preview," in much the same way you hold your general *sneaks*. Distribute comment-cards and also post cards which the preview audiences address to friends and which either you or a sponsoring station or newspaper will mail. Cover the event with a photographer and invite the press. Screening footage should be taken for showing on local segment of seven and eleven o'clock news. You can also take pictures of the audience during the show using infra-red film. Use on a TV station as "telop" cards or plant a photo layout with a newspaper for a WHAT ARE THESE PEOPLE LOOKING AT feature. Use it to make a 40 x 60 display in your lobby or out front, combined with comment card quotes.

The Dating Crowd

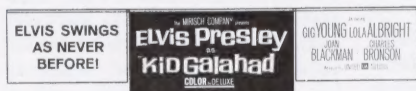
In addition to the dance-party on TV, set as many "Kid Galahad Hops" among the "remotes" as you can. These are hosted by radio and TV personalities who will plug it on the air, even though the show itself is not broadcast. And word-of-mouth will be more than worth the time it takes to set up this kind of tie-in. As a stunt, announce that someone will play a guitar with boxing gloves on . . . and at one point in program, have him do so. You can tell how stunt is done or not, as you choose. It's easy: glue or tape a guitar 'pick' to the glove! Each week there are other teen-functions which have large attendances and a wide following. Not the TV Dance Parties or the "remotes"—they are hops that originate in radio studios. Also, contact church groups, clubs and school dance committees which have activities not broadcast at all. The sponsors will gladly work with you, especially on a Presley tie-in. Pick up your phone now!

Go after other teen-tie-ups as well: at soda fountains post soda-streamers pushing the "Presley Punch," "Fighter's Float" or "Kid Galahad Special," which is a sundae served in a *square* dish. See if you can locate and borrow an old car, like the Model T Ford in the movie. Use it for a street bally, if it goes, or park it out front of your theatre if it doesn't. In fact, this can be the clue to a contest. In the movie, Elvis takes a beat-up old car and makes it go. Offer a prize to anyone who can make your car "go." A direct tie up with a car dealer, who gets it started, could give this stunt much mileage.

Kid Brother and Sister

RCA VICTOR Records has determined, through surveys, that an important—and large—part of Presley's audience is in the 6 to 12 year old age bracket! They have re-gearred advertising and promotion to include this group as well as teeners and dating crowds, and you should too. Set up the children's section of your hardtop to resemble a huge prize-ring and advertise it as the "Kids' Korner." Call your matron a "referee." OZONERS can offer all kinds of attractions, least of which is the convenience of having a place to park the kids. A great stunt is to invite parents to bring kids in their own toy cars, setting aside a special section where they can "park" and watch the show, just like their parents. Turn out at least 8 or 10 cars yourself and service the papers with the photos . . . it can't miss. On another night hold a "Kid Galahad Gloves" contest, like the Golden Gloves, but strictly for laughs. Go for falling pants, windmill punching and lots of falling down. If you set this stunt in a big way, with sponsorship of local stores, newspaper, radio or TV station, it could be revived annually with no strain. Publicity for you, as originator, will be automatic, increasing your community status and creating the image of your theatre as the place to go.

SATIN ACCESSORIES



3-Piece Streamer

15 feet, strung together, in color
Complete Streamer . . . \$16.50

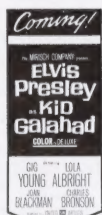
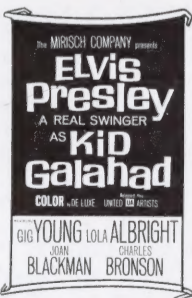


De Luxe Sectional Valance

Any length (minimum order 10 feet)
Running foot . . . \$1.65

9 x 12
Flag

Single Faced \$60.00
Double Faced \$110.00



Ushers' Badge
Ea., 40c

ORDER valences and ushers' badges from NATIONAL SCREEN EXCHANGE. Flag is available from NATIONAL FLAG & DISPLAY CO., 43 W. 21 St., N. Y. In Canada, order from THEATRE POSTER SERVICE, 227 Victoria Street, Toronto.

ART STILLS

These art elements are available as 8 x 10 glossy black and white stills; enlarge and use them for lobby and theatre-front decoration and with other promotions described on these pages.

ORDER BY NUMBER FROM NATIONAL SCREEN EXCHANGE.



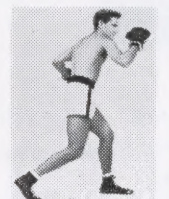
KG-ART-1



KG-ART-2



KG-ART-3



KG-ART-4



KG-ART-5

SET CONTEST TO NAME FORMER FIGHT FILMS

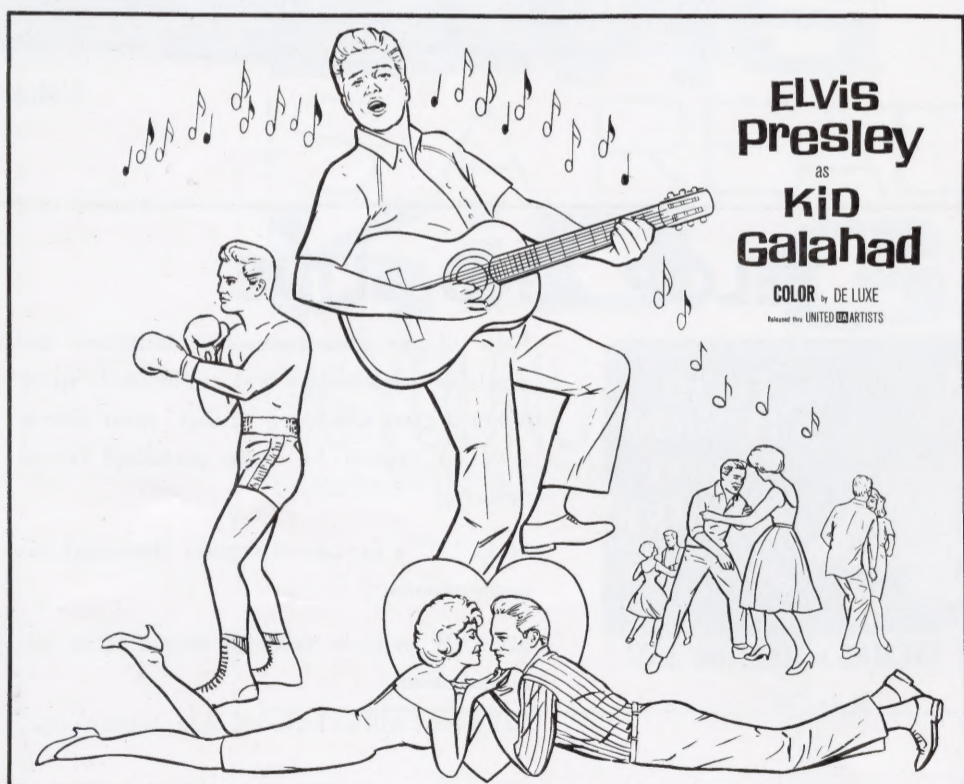
You can set this contest to run one a day for a week, or all seven at once. Leave it up to the sponsoring newspaper, radio or television station. Tie in with a sporting goods store, a gym, an arena or any merchant who will give prizes in this prize fight contest. Here's how to set it up:

In "Kid Galahad" Elvis Presley plays a prize fighter, joining a "club" of cinematic boxers and adding to Hollywood's "card" of fight pictures. Can you name them?

1. William Holden also mixed music and muscle in this classic by Clifford Odets. He was a fighter who played the violin. On the stage the part was played first by Luther Adler, then by John Garfield. Can you name it? (Ans. "Golden Boy.")
2. This time John Garfield was the fighter in the flicker. The title of the movie is also the title of a standard blues ballad. Lilli Palmer was the girl who owned Garfield the way the title said. What was it? (Ans. "Body and Soul.")
3. When audiences saw this upcoming young man on the screen, everybody out there liked him. This was the role which gave Paul Newman his big boost, and it didn't hurt Rocky Graziano's career in show business either. Know it? (Ans. "Somebody Up There Likes Me")
4. Stanley Kramer produced this one back in the days when a \$100,000 budget was a lot of money for him. It made a box office champion of Kirk Douglas, for his moving portrayal of a ring heel. (Ans. "Champion")
5. Robert Wise, who handled the reins for "West Side Story," directed this excellent ring yarn early in his career. The star, Robert Ryan, gave what many fans and critics consider to be his finest performance as an over-the-hill boxer. (Ans. "The Set Up")
6. In this "freely adapted" sports biography, Errol Flynn portrayed James J. Corbett. The title of the film was Corbett's famous nickname. (Ans. "Gentleman Jim.")
7. There were seven of these pictures in the famous series based on an equally famous comic strip champion. Take your choice of titles. Joe Kirkwood had the lead. (Ans. "Joe Palooka, Champ," "Joe Palooka in Big Fight," "Joe Palooka in Counterpunch," "Joe Palooka in Fighting Mad," "Joe Palooka in The Knockout," "Joe Palooka in The Squared Circle" and, of course, "Joe Palooka Meets Humphrey.")

Lobby, Theatrefront And Open-Air Ballyhoo

Give your foyer and theatrefront a "Fun-Fight" look by stringing up a few ropes, hanging boxing gloves and other equipment on the returns and wherever else it is practical. Make up posters to look like regular sports announcements, reading CHAMPION ELVIS ("KID GALAHAD") PRESLEY Vs. CHALLENGER GLOOMY GUS IN TEN ROUNDS OF MUSIC AND MERRIMENT. Underneath you can set "Other matches" on the same "card": *Gig Young Vs. Lola Albright*. *Joan Blackman in a demonstration of fancy footwork will show you how to beat a bachelor by being a KNOCKOUT!* ALSO: Set up a jukebox and play the songs from the movie in your lobby. Post album covers and record sleeves all around it, with posters tying in cooperating music and record stores. Dress up with enlargements of the art stills DRIVE IN operators with playground areas have a natural opportunity for "kid" stunts and promos (see page 10). Use this angle in your advertising: COME SEE "KID GALAHAD" AND LEAVE YOUR 'KID' WITH OUR 'GALAHAD'—AN ATTENDANT TRAINED IN COURTESY AS WELL AS EFFICIENCY. If you don't have an attendant, get one, or appoint one of your ushers, to take care of the kids. It will be well worth it—Many movie fans stay home because they don't know what to do with the kids.



COLOR IN MAT OR CONTEST

Take a tip from RCA Victor. Their surveys show that the 6-12 year olds form an impressive part of Presley's audience. A four column mat is available from which you can reprint this color-in drawing showing Elvis in action the way the kids like him. Run it in the papers as a contest, or distribute it in schools, day-camps, shopping centers, food stores . . . through any cooperating merchant who offers prizes for best color-in work.

Mat 4A
(Mat is 4 columns. This illustration is smaller than actual size.)
Order from
National Screen Exchange.

STREET STUNTS FOR BEFORE AND AFTER OPENING

1. Send a good looking young man around town in boxing togs, accompanied by a girl similarly dressed. They can skip-rope, spar, or just walk with their arms over each other's shoulders. Signs carry playdate information and copy.
2. Send "Kid Galahad" around town doing roadwork. He either trots behind a bicycle or an old car like the Model "T" in the film. If you use a bike, have a pretty girl, of course, riding with a banner mounted on the seat, carrying playdate copy.
3. Rig a flat-bed truck to look like a ring. This requires only two long lengths of rope and four posts. In the ring are "Kid Galahad" and as many pretty girls in shorts or leotards as you want to use. If you can get permission to use a PA system, play the movie-album.

PHOTO STANDEE

CUT OUT!

40 x 60!



Combine this big display with the soundtrack songs and you have a sure-selling salesman, both seen and heard. Use it not only in your lobby, but wherever you make a tie-up. Set it weeks in advance of playdate inside, then out front of your theatre, during run.

PRICES

Black & White\$ 9.00
Color\$14.00

There is no charge for easel, but specify if you want one. Also specify your playdate and state if you wish your standee shipped air express.

Order from: IDEAL PHOTOGRAPHIC CORPORATION
160 West 46th Street, New York 36, New York
Phone: JUdson 2-0359

MANY MERCHANT TIE-INS

Any product, for any consumer age-group, can be tied in to the title. For men, say: BE A GALAHAD, KID. BUY YOUR LADY-FAIR THIS PRODUCT.

For the women, say LOOK YOUR BEST FOR YOUR 'KID GALAHAD'!

Whether in windows or points-of-sale, be sure your displays include picture and playdate information.

(Special merchandise tie-ins, such as sporting goods equipment, records and musical instruments, are described elsewhere on these pages.)

... And, Of Course: Sports

The sports angle need not limit you to tie-ins with boxing gyms. The popularity today of "family" gymnasiums or "health centers" offers a natural promotion tie-up. You can make guest tickets available to the management of a gym, reducing salon, pool, Y, community center . . . with permission to give them out as inducements for attendance. Or work it the other way: print coupons or broadsides and give them out at the boxoffice, to each ticket-buyer. It entitles your patrons to a deal at the gym.

SKIP ROPE STUNT OR CONTEST

You can set this in any number of ways. Idea is for a boy and girl, dressed in boxing togs, to skip rope until one misses. As a demonstration, you can set it up in the window of a sporting goods store, in a department store, on TV (possibly as part of the dance party described on page 10)* or in your lobby. As a "contest" you can use your stage, your grounds—if you have a drive-in—or a cooperating gym, "Y," playground community center or school (See above) Tie in with a local "health" show on TV, with a physical culturist who conducts exercises (you'll welcome these women at your box-office—they don't come alone).

*If you set this "contest" on the dance party start the contestants, switch to the dancing and have cameras come back to the jumpers every now and then during show. Run it as a stunt for the entire hour or two hour duration of the program.

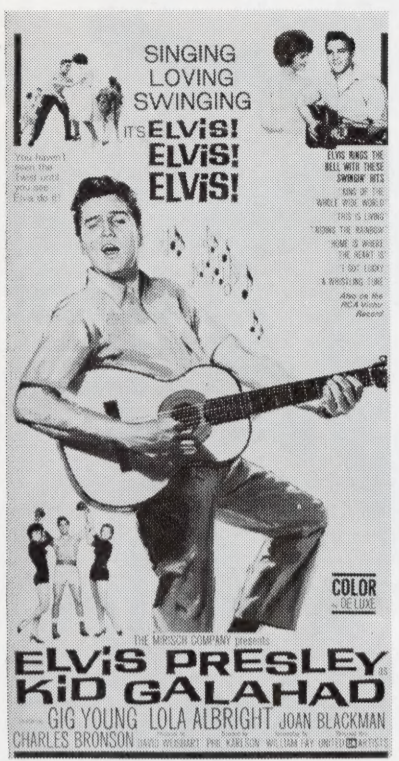
Posters and

Accessories



24-Sheet

ORDER ALL ACCESSORIES FROM NATIONAL SCREEN EXCHANGE



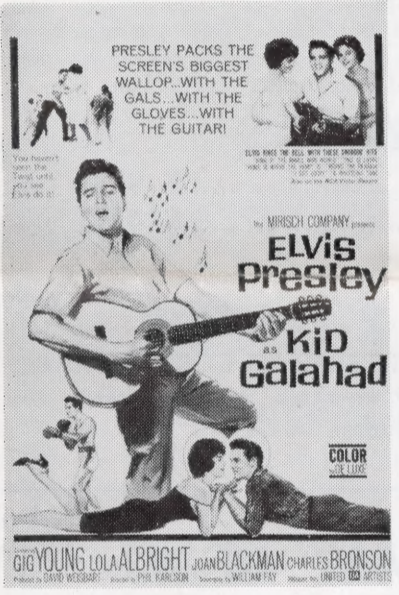
3-Sheet

Also Available:
SET OF EIGHT
11 x 14
LOBBY
CARDS

Window Card

22 x 28
Lobby Card

14 x 36
Insert Card



1-Sheet



6-Sheet

RADIO AND TELEVISION MATERIAL

FREE TV Spots:

Elvis sings on some of these television trailers. A complete set is available in various time lengths, all on 16 mm ready-to-run.

FREE Radio Spots:

There are nine spots: two 60s, two 30s, two 20s and three 10 second announcements, including bits of Elvis singing songs from the movie. Time is left at the end for local tag.

These accessories will be shipped FREE while the supplies last. Please be sure to ask the stations to return this material to you when it is no longer needed. Then send it to your United Artists Exchange via the Film Delivery Service so it can be used with later playdates.

Order from: Exploitation Department, United Artists Corporation
 729 Seventh Avenue, New York 19, New York

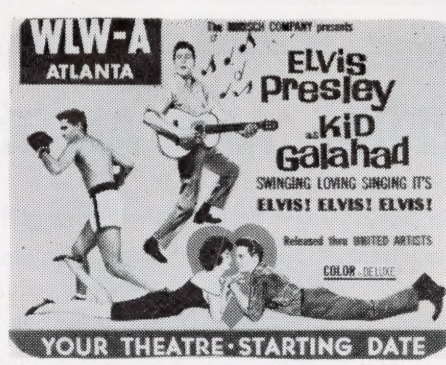
SCREEN SELL

Don't put off ordering the NATIONAL SCREEN TRAILER. It's the best sell for your likeliest audiences, those already in the come-on-to-my-house habit: the movie-goers in your auditorium. This colorful, tuneful trailer has a happy looks-like-fun feeling that brings 'em back to your theatre. Show it well in advance. Order it in plenty of time from NATIONAL SCREEN.

TELOP AND SLIDE



Style "A"



Style "B"

Both of the announcements illustrated are available in both styles and will be made up on either a glass slide or a "Telop" print. Check with TV station for form preferred before ordering.

Style "A" is for use of regular 20-second announcements.

Style "B" is to be used for station break announcement.

Call letters will be included at no extra charge.

PRICES:

\$5.00 without theatre imprint

\$7.50 with theatre imprint

\$2.00 for each additional slide or telop

Note: Theatre copy added locally can only be done on the Telop print

Order from: QQ TITLE CARD CO., 247 West 46 Street, New York 36, N. Y.

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